

LeighAnn Heil

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July 27, 2006

Dear Sir or Madam:

I am writing concerning the proposed legislation on Direct Selling practices in the United States. I am currently a Cookie Lee Consultant selling jewelry at home shows. I am opposed to this legislation for the following reasons.

1. The legislation will directly impact my current ability to recruit and have those recruits seek other business partners.
2. The legislation will hamper my business by requiring an inordinate amount of research and company records. This will require hours of work per week and will take my time away from making money at my business.
3. The "cooling off" period is ridiculous. (My business recruits women.) Some women that want to get started right away will not be able to start at all. Sellers know that the time to recruit/and or sell is when the customer is most excited. When a person waits a week (or two) they often talk themselves out of opportunities..even if they are good opportunities.
4. By requiring the 10 other business associates' names, a potential business partner will have 10 other opportunities to be recruited by 10 other people. The other problem is being overwhelmed by too many people to talk with, and getting to scared to actually come into the company.
5. Giving information such as drop out rates etc. does nothing but undermine the company and the recruiter. One persons' success or failure does not equate with all people's success or failure rate. We are not robots. Usually a persons' ability to make money in an independent business equates to their ability to apply themselves and work hard.

I equate this legislation with people who cannot think for themselves.

My husband currently recruits for a University. If the government told him to provide the prospective students with all sorts of drop-out rates, retention problems, negative information and the names and phone numbers of 10 other wonderful colleges, he would soon be out of a job and the college would go under. Or if car salesmen were required to point out all the inherent problems of owning cars (maintenance, gas, door-dings, possibilities of the car being stolen, paint oxidation, depreciation once the car has driven off the lot), no one would ever buy a car, and a large industry would go under.

This legislation directly undermines the small business owner involved in direct selling. Direct sales are one of the few true home owned businesses out there. With all the corruption in the business sector, surely there are other areas to police. Let your direct sellers recruit!

Sincerely,

LeighAnn Heil